

What is claimed is:

1. A method of distributing electronic media for display at a multiplicity of remote locations comprising:

- (a) creating a plurality of electronic poster kits each containing a plurality of posters;
- (b) posting said electronic poster kits on a web site;
- (c) accessing said web site over the Internet to view a poster kit;
- (d) selecting from a remote location a set of posters from said web site;
- (e) customizing said selected set of posters from said remote location by transmitting data over the Internet;
- (f) transmitting said customized selected set of posters over the Internet to said remote location; and
- (g) displaying said customized selected set of posters on a screen.

2. The media distribution method of claim 1 further comprising identifying a subscriber for said remote location and limiting access to a specific poster kit as a function of the identified subscriber.

3. The media distribution method of claim 1 further comprising repeating each said step.

4. The media distribution method of claim 3 wherein if step (d)

is not repeated within a pre-established time interval, further comprising transmitting a default poster kit to a remote location and displaying said default poster kit.

5 5. The media distribution method of claim 1 wherein if step (e) is not repeated within a pre-established time interval relative to step (d), default customized data is transmitted to generate said customized selected set of posters.

10 6. The media distribution method of claim 1 further comprising periodically changing the posters displayed on said screen.

 7. The media distribution method of claim 6 further comprising continuously displaying contemporaneous information on said screen.

15 8. An electronic communication display system that is at least partially disposed on a computer readable medium and is configured for transmitting data corresponding to media to a remote subscriber location where the media is displayed, comprising:

20 an electronic poster display board for displaying media;
 a main web server configured with media defining a plurality of sets of posters in electronic form and for transmitting selected portions of the media; and

a subscriber server in commemoration with said main web server
and said display board and configured to select portions of said media;

wherein selected media is transmitted to said subscriber server
for display in poster form on said electronic poster display board.

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9. The electronic communication display system of claim 8
wherein:

the subscriber server includes a web browser configured in kiosk
mode for display of the media.

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10. The electronic communication display system of claim 9
wherein:

the web browser contains a plurality of channels; and

the media includes to a poster kit composed of a predefined
collection of electronic posters and/or electronic messages;

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wherein each of the channels contains an electronic poster or an
electronic message.

11. The electronic communication display system of claim 10
wherein:

the subscriber server is configured to display one of the electronic
posters for predetermined period of time and then switch to another of
the electronic posters.

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12. The electronic communication display system of claim 11
wherein:

the web browser is further configured to query the main server to
determine whether any changes in the media data has occurred.

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13. The electronic communication display system of claim 12
wherein:

said main server comprises a data base containing poster kits
associating various electronic posters and the subscriber server
10 communicates with the data base subscriber input at the subscriber
server formulates a poster kit for transmission to the subscriber server.

14. The electronic communication display system of claim 10
wherein the electronic communication display comprises at least one flat
15 panel gas plasma display.

15. The electronic communication display system of claim 13
further comprising a work station at which electronic posters are
created, the work station communicating with the main server to
20 formulate the data base.

16. A method of providing a customized poster service to a
plurality of remote locations comprising the steps of:

generating a poster kit containing at least one electronic poster
and/or electronic message for each location;

providing an electronic poster display board at each location; and

communicating each poster kit over the Internet to each
5 electronic poster display board for display of the least one electronic
poster and/or electronic message.

17. The method of claim 16 wherein the step of generating a
poster kit comprising the steps of:

10 providing a server at a primary location for displaying a collection
of electronic posters over the Internet via an Internet browser; and

selecting among the collection of electronic posters in order to
formulate a particular poster kit and/or modify an existing poster kit via
the Internet browser;

15 correlating the particular poster kit to a particular location.

18. The method of claim 17 wherein the step of communicating
the poster kit further comprises the steps of:

periodically polling the server from a remote location;

20 downloading updates at the remote location of a particular poster
kit; and

displaying each of the electronic posters of the updated poster
kit.

19. The method of claim 18 comprising the step of:
sequencing the display of each one of the electronic posters of
the poster kit for display on the electronic poster display board in a
5 predetermined manner.

20 The method of claim 16 further comprising the step of:
entering text at a remote location for use in conjunction with
display of at least one electronic poster.